



FISH AND GAME NEWS

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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DFG and United Anglers Offer Kids' Summer Challenges *Program offers "Sneak Peak" at California Fishing Passport Challenge*

The Department of Fish and Game (DFG) and United Anglers of Southern California (UASC) have created a passport for traveling the state in the name of fishing. DFG and its sponsors will host three Kids' Summer Challenges — a "sneak peak" at what the new California Fishing Passport program, to be unveiled in January 2007, will entail.

"The Passport Challenge will encourage Californians to fish in a variety of the state's most spectacular settings," said Secretary for Resources Mike Chrisman. "Outdoor activities, like fishing, give people a greater understanding and appreciation of California's rich natural resources, and will help them become better stewards of our environment."

Kids' Summer Challenges, dates and locations:

- * June 10 - Pier Fishing at the Santa Monica Pier
- * July 29 - Trout Fishing in Mammoth - Children's Fishing Festival
- * Aug. 21 - Ocean Party Boat Fishing in San Diego

Children 15 years and under will be eligible to participate in the Kids' Summer Challenges. The California Fishing Passport Challenge will launch Jan. 1, 2007 and is intended to challenge anglers of all ages and skill levels to experience an array of the state's recreational freshwater and saltwater fishing opportunities. The official "Passport Challenge" will be for all ages and will encourage anglers to explore the state's full-range of fishing opportunities.

The Passport Challenge is the first of its kind in the nation and is supported by the Recreational Boating and Fishing Foundation (RBFF). The mission of the RBFF is to grow participation and stewardship of aquatic resources. The passport will list more than 200 game fish and shellfish species.



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The objective of the program is to leverage the outreach of sportfishing partners, including UASC, RBFF, West Marine, Berkley, Alpen Optics and others, to introduce and promote the entire 'fishing experience' to all ages, skill levels and backgrounds. A passport booklet will be provided free of charge to anyone who buys a 2007 Sport Fishing License and wishes to take on the Passport Challenge in January.

Participants will also be provided with fishing maps and fish identification books to identify a variety of species found in all types of waterways, including lakes, rivers, bays and ocean waters. Successful anglers will receive a special passport stamp for each species caught. And the more they travel the state in pursuit of fish and fishing, the more stamps they will earn; along with the opportunity to earn bonus awards depending on the number and types of fish caught.

Why encourage fishing in California?

- Fishing is one of America's favorite outdoor recreational pastimes.
- Studies show that nine in 10 Americans say outdoor recreation benefits the environment because it gives people a reason to care about the resources upon which their activities depend.
- Children need to ignite their innate sense of curiosity and awe in nature.
- This program is grounded in the belief that fishing offers an excellent opportunity to spend quality time with family and create lifelong memories.

For additional information on the California Fishing Passport Challenge, log on to DFG's Web site at www.dfg.ca.gov/fishingpassport.

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